

Sam.

March 28, 1967

Mr. Frank Koch
Director of Corporate Public Relations
Syntex Laboratories, Inc.
Stanford Industrial Park
Palo Alto, California

Dear Mr. Koch:

I am enclosing some representative samples of the column "Science and Man" which now appears regularly in the Washington Post and is being syndicated to a number of other newspapers. I think I would say that its subject matter would be of very special interest to the Syntex family, not in any way because of my consultative arrangement with the Institute of Molecular Biology, but because of its stress on the social impact of scientific advance. Also, a considerable portion of the columns are directly devoted to subjects of immediate medical and pharmaceutical interest. On the other hand, I would have to say that they are sometimes critical of the industry to which Syntex belongs, though I must hasten to add that every objective appraisal would place Syntex far in the lead in its appreciation of public responsibility. For these reasons, however, I think it would avoid some awkwardness if you did not stress my relationship to Syntex in presenting the column, if you decide to do it, or in discussing its acquisition from the Washington Post, but rather that the basis of your interest is in its critical content.

It also occurs to me that you might want to be somewhat selective and just run those columns that have some closer pertinency to pharmaceutical and medical problems. I do not think it would be worth the effort to negotiate a reduced rate from the Post for such selective usage, but you might think of it on your own account in terms of the competition for space in the Reporter.

Since the Post has full rights to the column, if you are interested you can communicate directly with the Assistant Managing Editor, Howard Simons, at 1515 L Street, N.W., Washington, D. C. 20005, or if you wish, call me up for any additional background that you might like to have.

Sincerely yours,

Joshua Lederberg
Professor of Genetics

Koch